CLAIM AMENDMENTS

Claim Amendment Summary

Claims pending

- Before this Amendment: Claims 1-14, 17-28, 30-38 and 42-50.
- After this Amendment: Claims 1-11, 13-14, 17-18, 20, 31-32, 35-37 and 42-49.

Non-Elected, Canceled, or Withdrawn claims: Claims 12, 19, 21-28, 30, 33-34, 38 and 50.

Amended claims: Claims 1, 11, 13-14, 17-18, 20, 31-32, 36-37, 42-44, 48 and 49.

New claims: None

Claims:

1. **(Currently Amended)** A method, comprising:

detecting a request for information (RFI) initiated by a <u>client </u>user while accessing a content <u>item</u>~~program~~;

transmitting RFI data to a server on a broadcast network~~,~~<u>;</u> ~~and~~

wherein the RFI data includes:

a time at which the RFI was initiated;

a channel accessed at the time the RFI was initiated; and

closed caption data associated with the content ~~item~~ program ~~that~~ ~~occurred~~ occurring prior to and including the time at which the RFI was initiated; and

determining ~~if~~ whether the content item ~~program~~ is a program or an advertisement, wherein the determining comprises:

cross-referencing, at the server, a time at which the RFI was initiated with content item time code data to determine whether a program or an advertisement was scheduled at the time the RFI was initiated, wherein the content item time code data ~~information~~ includes intra-program information relating to when ~~commercials~~ advertisements are scheduled within the content item~~program~~;

in response to no such content item time code data being available, using the closed caption data to derive search terms;

searching, at the server, a reference database using the search terms; ~~and~~

determining from matches derived from the search [[if]] whether the content item is a program or an advertisement;

in response to determining the content item is a program, associating a rule defined in a program rules module with the program, wherein the program rules module organizes a plurality of programs broadcast by the network server into a table, the table comprising:

a program identifier column identifying the program for which the client user entered a request for information;

an action column providing information on what type of content related to the identified program is provided to the client user; and

a delivery mode column specifying a mode of delivery of the content related to the identified program to the client user; and

in response to determining the content item is an advertisement, associating a rule defined in an advertiser rules module with the advertisement, wherein the advertiser rules module organizes a plurality of advertisers whom sponsor advertisements broadcast by the network server into a table, the table comprising:

an advertiser identifier column identifying an advertiser sponsoring the advertisement for which the client user entered a request for information;

an action column providing information on what type of content related to the identified advertiser is to be provided to the client user; and

a delivery mode column specifying a mode of delivery of the content related to the identified advertiser to the client user.

2.   (Original) The method as recited in claim 1, wherein the closed caption data further comprises a predefined amount of closed caption data.

3.   (Original) The method as recited in claim 2, wherein the amount of closed caption data further comprises a number of seconds of closed caption data.

4.   (Previously Presented)   The method as recited in claim 3, wherein the number of seconds of closed caption data further comprises ten seconds or less.

5.   (Original) The method as recited in claim 2, wherein the amount of closed caption data further comprises a number of bytes of closed caption data.

6.   (Original) The method as recited in claim 1, further comprising receiving a system message from the server in response to the transmission of the RFI data.

7.   (Original) The method as recited in claim 6, further comprising displaying the system message to the user.

8.   **(Original)** The method as recited in claim 7, wherein the displaying step occurs in response to a prompt from the user to display the system message.

9.   **(Original)** The method as recited in claim 7, further comprising storing the system message in memory until prompted to display the system message.

10.   **(Original)** The method as recited in claim 1, wherein the request for information is initiated by a single button actuation.

11.   **(Currently Amended)** The method as recited in claim 1, wherein the content item ~~program~~ is one of the following types of content item ~~program~~: video, audio, audio/visual, multimedia.

12.   **(Canceled)**

13.   **(Currently Amended)** The method as recited in claim 1~~claim 12~~, ~~wherein the~~ further comprising:

in an event the content item is a program, delivering, to the client user, the information provided in the action column via the mode of delivery of the content as specified in the delivery mode column; and

in an event the content item is an advertisement, delivering, to the client user, the information provided in the action column via the mode of delivery of the content as specified in the delivery mode column~~performing an action further comprises sending information to the user, the information being related to the content item~~.

14. **(Currently Amended)** The method as recited in claim 13 ~~claim 12~~, wherein the ~~performing an action~~ delivering further comprises sending client user information to an entity associated with the content item so that the entity can provide information related to the content item to the user.

15. **(Canceled)**

16. **(Canceled)**

Serial No.: 10/602,500
Atty Docket No.: MSI-1372US
Atty/Agent: Jacob P. Rohwer
-9-
lee&hayes   The Business of IP™
www.leehayes.com   509.324.9256

17. **(Currently Amended)** The method as recited in <u>claim 1</u>~~claim 12~~, wherein the reference database further comprises keywords, one or more keywords being associated with one or more content items.

18. **(Currently Amended)** The method as recited in <u>claim 1</u>~~claim 12~~, wherein the reference database further comprises scripts of content items that can be compared with the search terms.

19. **(Canceled)**

20. **(Currently Amended)** The method as recited in <u>claim 1</u>~~claim 12~~, wherein the <u>program identifier further identifies a program title</u>~~identifying a program title further comprises:~~

~~identifying which of several programs was broadcast on the channel identified in the RFI data at the time identified in the RFI data; and~~

~~identifying a title associated with the identified program~~.

21. **(Canceled)**

22-30. **(Canceled)**

31.   (Currently Amended) A broadcast network server, comprising:

electronic program guide data ~~that provides~~ providing program information and scheduling information for a plurality of content items available on a broadcast network;

a response module configured to receive a request for information from a network client containing closed caption data associated with a selected content item accessed at the network client at a time when a client user entered a request for information;

a search ~~program~~ module configured to perform a search using search terms derived from the closed caption data to determine a sponsor associated with the selected content item;

a program rules module configured to associate a rule with a program, wherein the program rules module:

   contains at least a portion of a script of one or more content items available on the broadcast network; and

   organizes a plurality of programs broadcast by the network server into a table, the table comprising:

      a program identifier column identifying a program for which the client user entered a request for information;

Serial No.: 10/602,500
Atty Docket No.: MS1-1372US   -11-   lee&hayes   The Business of IP™
Atty/Agent: Jacob P. Rohwer   www.leehayes.com   509 324 9256

an action column providing information on what type of content related to the identified program is provided to the client user; and

a delivery mode column specifying how to deliver the content related to the identified program to the client user;

[[[a]]an advertiser rules module configured to associate a rule with a ~~sponsor~~ an advertiser associated with the selected content item, wherein the advertiser rules module:

contains at least a portion of a script of one or more advertisements during broadcasts available on the broadcast network; and

organizes a plurality of advertisers whom sponsor advertisements broadcast by the network server into a table, the table comprising:

an advertiser identifier column identifying an advertiser for which the client user entered a request for information;

an action column providing information on what type of content related to the identified advertiser is provided to the client user; and

a delivery mode column specifying how to deliver the content related to the identified advertiser to the client user; and

wherein the response module is further configured to perform acts comprising:

executing ~~execute~~ an action specified by <u>one of</u> the <u>program</u> rules module <u>or the advertiser rules module</u>;

determining ~~determine~~ whether the request for information was entered during a program or during an advertisement by cross-referencing the time at which the request for information was initiated with content item time code data to determine whether a program or an advertisement was scheduled at the time the request for information was initiated, wherein the <u>content item</u> time code <u>data</u>~~information~~ includes intra-program information relating to when <u>advertisements</u>~~commercials~~ are scheduled within the program;

in response to no such <u>content item</u> time code data being available, using the closed caption data to derive search terms;

searching ~~search~~ a reference database using the search terms; and

determining ~~determine~~ from matches derived from the <u>searching</u> ~~search~~ ~~if~~ <u>whether</u> the content item is a program or an advertisement.

32.   (Currently Amended) The broadcast network server as recited in claim 31, ~~further comprising:~~

~~a program information module;~~

~~an advertisement information module; and~~

wherein:

in an event it is determined that the content item is a program, the search module is further configured to search the program ~~information~~ rules module; ~~if the request for information was entered during a program,~~ and

in an event it is determined that the content item is an advertisement, the search module is further configured to search the advertiser ~~information~~ rules module ~~if the request for information was entered during an advertisement~~.

33. (Canceled)

34. (Canceled)

35. (Original) The broadcast network server as recited in claim 31, further comprising a keywords module; and wherein

the search module is further configured to search the keywords module with the search terms derived from the closed caption data; and

the response module is further configured to determine whether the request for information was entered during a program or during an advertisement from search results.

36. **(Currently Amended)** The broadcast network server as recited in claim 31, wherein the action specified facilitates a plurality of ~~further comprises~~ ~~one or more~~ actions comprising ~~selected from the following list of actions~~:

sending a system message;

sending an e-mail message; and

post mailing.

37. **(Currently Amended)** The broadcast network server as recited in claim 31, further comprising a client information module containing ~~that contains~~ information about how to contact a subscriber associated with the network client; and wherein the action further comprises transmitting client information related to the network client from which the request for information was received to the sponsor of the program or advertisement.

38. **(Canceled)**.

39. **(Canceled)**

40. **(Canceled)**

41. **(Canceled)**

42.   (Currently Amended) One or more computer-readable media ~~including~~ storing_computer-executable instructions that, when executed on a computer, perform the following steps:

receiving_a request for information data from a client connected to a broadcast network, the request for information data including:

closed caption data that is associated with a content item viewed at the client at the time a request for information was input by a user; and

a time stamp ~~that is~~associated with [[a]] the content item viewed at the client at the time a request for information was input by [[a]] the user;

cross-referencing the time stamp at which the request for information was initiated with content item time code data stored on a server to determine whether a program or an advertisement was scheduled at the time the request for information was initiated, wherein the content item time code data ~~information~~ includes intra-program information relating to when ~~commercials~~ advertisements are scheduled within the program;

in an event [[if]] no such content item time code data is available, analyzing the closed caption data to determine [[if]] whether the request for information was input during a program or during an advertisement, ~~and to determine a sponsor associated with the program or advertisement~~;

in response to determining the content item is a program, associating a rule defined in a program rules module with the program, wherein the program rules module organizes a plurality of programs broadcast by the network server into a table, the table comprising:

    a program identifier column identifying the program for which the client user entered a request for information;

    an action column providing information on what type of content related to the identified program is provided to the client user; and

    a delivery mode column specifying a mode of delivery of the content related to the identified program to the client user;

in response to determining the content item is an advertisement, associating a rule defined in an advertiser rules module with the advertisement, wherein the advertiser rules module organizes a plurality of advertisers whom sponsor advertisements broadcast by the network server into a table, the table comprising:

    an advertiser identifier column identifying an advertiser sponsoring the advertisement for which the client user entered a request for information;

an action column providing information on what type of content related to the identified advertiser is to be provided to the client user; and

a delivery mode column specifying a mode of delivery of the content related to the identified advertiser to the client user;

determining an action to take in accordance with one of the rule defined in the program rules module or the rule defined in the advertiser rules module depending on the sponsor determination; and

performing the action.

43. **(Currently Amended)** The one or more computer-readable media as recited in claim 42, wherein the performing [[an]] the action further comprises sending user-identifying information to a sponsor associated with the content item so that the sponsor can provide information related to the content item to the user the sponsor that the sponsor can use to send information to the user.

44. **(Currently Amended)** The one or more computer-readable media as recited in claim 42, wherein the performing an action further comprises sending information related to the sponsor to the user.

45. **(Original)** The one or more computer-readable media as recited in claim 42, wherein the performing an action further comprises sending a system message to the user.

46. **(Original)** The one or more computer-readable media as recited in claim 42, wherein the performing an action further comprises sending an e-mail message to the user.

47. **(Original)** The one or more computer-readable media as recited in claim 42, wherein the performing an action further comprises sending information via post to the user.

48. **(Currently Amended)** The one or more computer-readable media as recited in claim 42, wherein the analyzing the closed caption data to determine [[if]] whether the request for information was input during a program or during an advertisement further comprises:

searching a plurality of keywords using search terms derived from the closed caption data; and

determining [[if]] whether the request for information was input during a program or during an advertisement from matches generated by the search.

Serial No.: 10/602,500
Atty Docket No.: MS1-1372US
Atty/Agent: Jacob P. Rohwer
-19-
lee&hayes   The Business of IP™
www.leehayes.com   509 324 9256

49.   (Currently Amended) The one or more computer-readable media as recited in claim 42, wherein the analyzing the closed caption data to determine [[if]] whether the request for information was input during a program or during an advertisement further comprises:

searching text databases corresponding to a plurality of content items using search terms derived from the closed caption data; and

determining [[if]] whether the request for information was input during a program or during an advertisement from matches generated by the search.

50.   (Canceled)

51-59. (Canceled)